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To ensure that the display arrangements A and B and the sheets 4 and 40 are so close together that the edges 4c and 4d' are in contact with each other and retained by a magnetic force, hook-shaped end parts are required for the base units 2 and 2' so that the torsional axes can overlap each other by being laterally displaced. The base unit may have a recess 2c at an end wall that is adapted to cooperate with a protrusion 2b' in an adjacent second base unit.

It should be noted that this arrangement requires the picture surface to be formed on opposite surfaces, the front surface for one display arrangement and the rear surface for the other arrangement.

FIG. 21 shows an embodiment in which one edge part 4d' is provided with a magnetic strip 42' and has transversal magnetisation direction, designated N and S, respectively.

This magnetic strip can now co-operate distinctly with a magnetic strip 412'. A magnetic strip attached to an adjacent display arrangement can also cooperate with this magnetic strip 412' and this co-operation is in line with those that shall operate in accordance with the principles of the invention. The magnetic strip 412' may also consist of a separate unit.

FIG. 22 shows how a magnetic strip 42' can be assigned considerably less thickness than in FIG. 21, and shall co-operate with a steel strip 222.

This steel strip could be applied on the edge parts of the sheet and act with magnetic force on a magnetic strip 412' in accordance with FIG. 21.

With transversally oriented magnetisation and with reduced thickness it is to be expected that the distance between unipolar magnetisation lines will decrease. Known technology indicates that the ratio thickness/magnetisation width for a pole should be 1:2. However, in the case of extremely thin magnetic strips the ratio in accordance with the invention should be between 1:15 and 1:4, e.g. around 1:6.

The use of two steel strips for the edges of the sheet enables a smaller radius of curvature for rolling up. Such an embodiment indicates that adjacent sheets will have two edge-related magnetic strips, probably with somewhat greater radius of curvature. The thickness of the steel strip may be between 0.1 and 0.3 mm, e.g. 0.25 mm.

The width of a magnetisation line should be between 2 and 5 mm, preferably about 3 mm.

The invention is naturally not limited to the embodiment revealed above by way of example but may undergo modifications within the scope of the inventive concept illustrated in the appended claims.

The invention claimed is:

1. A collapsible display arrangement comprising:

a base unit for placing against and resting or supporting the collapsible display arrangement upon a support surface;

a sheet being formed from a rollable material, said sheet adapted to be rolled or unrolled, said sheet having an image that appears thereon;

a first rod as a support for co-operating with said base unit and for retaining said sheet in an exposed state, said sheet in said exposed state having an upper edge section, a first lateral edge section, and a second lateral edge section,

wherein said upper edge section is connected to a second rod provided with a plurality of permanent magnets, wherein at least one of said plurality of permanent magnets is on an end portion of said second rod, wherein each of said permanent magnets are oriented and have a magnetization direction, wherein each of said permanent magnets have an attractive force coop-

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erating with an adjacent second oriented permanent magnet, said adjacent second permanent magnet being connected to an adjacent second display arrangement, wherein at least one of said permanent magnets has a magnetization direction causing an attractive force to said second oriented permanent magnet, whereby said first lateral edge section of said sheet is oriented adjacent to a second lateral edge section being related to said second display arrangement, and further comprising a lower edge section of said sheet being connected to a third rod having said at least one permanent magnet.

2. A display arrangement as claimed in claim 1, wherein said second rod has a shape to which each of said plurality of magnets is firmly related thereto.

3. A display arrangement as claimed in claim 1, wherein at least one of said plurality of permanent magnets has a cylindrical shaped cross section.

4. A display arrangement as claimed in claim 1, wherein at least one of said plurality of permanent magnets has a square cross-section or a rectangular cross-section.

5. A display arrangement as claimed in claim 1, wherein at least one of said plurality of permanent magnets has a cross section, and wherein said cross section has a shape that is a square cross section, or a rectangular cross section.

6. A display arrangement as claimed in claim 1, wherein said second rod has said plurality of permanent magnets at an outwardly facing end portion of said second rod.

7. A display arrangement as claimed in claim 1, wherein said second rod has a reinforcement in a longitudinal direction, and wherein said upper edge section of said sheet is connected to said second rod.

8. A display arrangement as claimed in claim 1, wherein said first lateral edge section of said sheet has a permanently magnetized magnetic strip.

9. A display arrangement as claimed in claim 8, wherein said permanently magnetized magnetic strip is assigned a magnetization direction, wherein said magnetization direction is such that an attractive force will operate between said permanently magnetized magnetic strip and a second permanently magnetized magnetic strip pertaining to a second sheet on said adjacent second display arrangement.

10. A display arrangement as claimed in claim 9, wherein said permanently magnetized magnetic strip and said second permanently magnetized magnetic strip are oriented relative to one another that a side oriented edge section of said sheet will abut and be placed a distance away from a said second side oriented edge section of said second sheet of said adjacent second display arrangement.

11. A display arrangement as claimed in claim 8, wherein said permanently magnetized magnetic strip has a thickness in a range of 0.4 to 1.5 millimeters.

12. A display arrangement as claimed in claim 11, wherein said permanently magnetized magnetic strip extends over said second permanently magnetized magnetic strip and is connected to a second sheet.

13. A display arrangement as claimed in claim 11, further comprising a longitudinal distance between magnetization of said permanently magnetized magnetic strip and a second permanently magnetized magnetic strip, wherein said distance is in a range selected from the group consisting of 2 millimeters, 3 millimeters, 4 millimeters, and about 2 millimeters through about 5 millimeters.

14. A display arrangement as claimed in claim 1, wherein said sheet has a magnetic strip for each of said side related